

22/11/2005 09:26:38



"[REDACTED]" <[REDACTED]@strategicawareness.com> on 22/11/2005 09:31:22

To: [REDACTED] Group Office/Risley/BNFL@BNFL
cc: "[REDACTED]" <[REDACTED]@strategicawareness.com>
Fax to:
Subject: Waste Management Document

Hi [REDACTED],

I hope you're keeping well. Fantastic news coming through over the last couple of days - you must be delighted. (But what timing!)

I've gone through the Waste Management Document and found it to be easily understood. A few of suggestions...

* It would be worth having an index coming after the Headlines so that you know what is going to be covered in the document. This will help avoid the cynical response of "Yes, but what about...?". Knowing in advance that the questions popping into your mind are going to be addressed later in document will eliminate the assumption that they'll be avoided.

* Mentioning the words "global-warming" in the context of carbon-emissions will remind readers of the consequences of carbon-emissions - this is important.

* Paragraph 21 at the end is a powerful paragraph the sums up the Waste issue very neatly. It would be worth putting this paragraph in very early on in the document also.

Overall I found the document to be easy to understand, balanced and objective and I believe that those who already have a fair understanding of the waste issue would find it likewise.

Kind regards,

[REDACTED]

[REDACTED]

Strategic Awareness Ltd.,

2nd Floor,

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